

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:5000

ANSWERED ON:25.08.2000

RELEASE OF GOVERNMENT ADVERTISEMENTS THROUGH DAVP

RAM PRASAD SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the various Ministries/Government Departments are bound to release their advertisements through Directorate of Audio and Visual Publicity (DAVP);
- (b) if so, the fact of the matter in this regard;
- (c) whether the various Ministries/Government Departments are forced to offer 13% creative charges to the DAVP while they can easily get it done from the private advertising agency absolutely free of cost; and
- (d) if so, the corrective measures taken to remove this anomaly?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY)

- (a) & (b): Yes Sir. As per Government of India (Allocation of Business) Rules, 1961 as amended from time to time, all Central Government Ministries/Departments are required to route their advertisements through DAVP.
- (c) DAVP charges 13 % departmental charges for the publicity work undertaken by it on behalf of the paying departments.
- (d) Does not arise.